

Abstract

The diploma thesis *Printed Independent Magazines in Post-Digital Age* tries to discover the motivation of editors-in-chief/art directors for creating a printed, independent magazine in Central Europe and at the same time how these magazines are influenced by post-digital trends. It uses a qualitative method of Grounded Theory based on data from semi-structured interviews. In the practical part of the research, nine authors from Austria, Germany, Poland, the Czech Republic, Slovakia, and Hungary were approached. From the total number of respondents, data was obtained from seven of them. In the theoretical part, the work is focused on the history of independent print, in terms of technological changes in the printing field and it defines the term “printed independent magazine”. The main contribution of the work is a mapping of the Central European independent magazine scene, which has not been thoroughly examined in any academic work yet. The text puts this scene in the international context, and it points out the certain specifics which are associated with Central Europe.